

CERTIFICATION OF COMPLIANCE
WITH CHILDREN'S TELEVISION COMMERCIAL LIMITS
January 1, 2010 – March 31, 2010

During the above period, the CBS Television Network ("CBS"), a unit of CBS Corporation, disseminated to its owned and affiliated stations the following weekly programs originally produced and broadcast primarily for an audience of children 12 years of age and under:

BUSYTOWN MYSTERIES - I
NOONBORY & THE SUPER 7 - I
BUSYTOWN MYSTERIES - II
SABRINA: THE ANIMATED SERIES
BUSYTOWN MYSTERIES - III
NOONBORY & THE SUPER 7 - II

All of these programs were disseminated for weekend broadcast by CBS affiliates and owned stations.

I hereby certify that the children's programming disseminated by CBS during the period January 1, 2010 through March 31, 2010, was formatted to contain no more than the maximum amount of commercial time permitted under the Communications Act, as amended, 47 U.S.C. §303a, and 47 C.F.R. §73.670(a)-(d). Specifically, I certify that, in the form and sequence in which the programming was disseminated by CBS to its owned and affiliated stations for broadcast:

- (1) Each hour of weekend children's programming (containing either one hour-long program or two consecutive half-hour programs) contained no more than ten and one-half minutes (10:30) of network commercials and was formatted to contain no commercials supplied by the local station;
- (2) When, due to preemptions, the network disseminated during the weekend a half-hour children's program which was not part of an hour's block of children's programming, that program contained no more than five minutes fifteen seconds (5:15) of network commercials and was formatted to contain no commercials supplied by the local station.



Matthew Margo
Senior Vice President
CBS Program Practices, New York
CBS Television Network

Date: April 1, 2010

CBS

Second Quarter 2010 Children's Television Programming Report

Re: Children's Television Programming Report

Dear General Manager: July 1, 2010

Under the FCC's children's television rules relating to informational and educational programming, every commercial television station is normally required to prepare and place in its public file a Children's Television Programming Report on FCC Form 398 by the tenth day following the end of each calendar quarter. The report for the Second Quarter is due to be placed in the public file by July 10, 2010.

Attached are pages from the FCC's Form 398 Report which include information as to the CBS Television Network's educational and informational children's programming scheduled during Second Quarter, 2010. Please note that these pages are being provided to you with only portions of the necessary information completed. Information relating to network programming has been filled out, but additional information regarding your broadcast (and preemption) of network programming, and all the required information relating to your qualifying non-network programming, must be completed by you. Completing the rest of the form is also, of course, your responsibility.

The partially completed Form 398 Report is also available to you on a website (<http://www.form398.car.cbs.com/>). To access the website, you need to enter the following information:

User Name: form398 (all lower case)

Password: car398 (all lower case)

As you know, the FCC's deadline for cessation of analog broadcasting passed prior to the beginning of 2009. The Commission, however, has not revised the Form 398 to omit Questions 2-6, which seek information relating to licensees' analog broadcast of children's programming. In light of the June 2009 deadline for transition to digital broadcasting, we recommend leaving Questions 2-6 on the existing Form 398 blank. Similarly, we recommend leaving blank Question 7(b), which asks if the licensee broadcast on its main digital program stream the same children's program provided on its analog channel, and Question 7(c), which refers to representations and information provided with respect to analog programming. If you encounter difficulties filing your report with these questions left blank, you may wish to consult your own counsel.

The FCC's license renewal guidelines require the broadcast of three hours per week of "core" educational programming for children. Questions 7-11, which deal with the broadcast of core digital children's programming, must be answered for qualifying programming broadcast in the quarter. Please note the following in responding to these questions.

Question 7(a) calls for the average number of hours of core digital programming broadcast by the station during the preceding calendar quarter. As you know, the Network offers three hours of qualifying core programming for broadcast each weekend. Please note, however, that the number of hours you report in response to Question 7(a) may differ if you did not broadcast all the core programming supplied by the Network, or if you broadcast additional local or syndicated educational programming that you determine meets the FCC's definition of core programming.

Question 9 (a) requires stations to indicate for their digital core programming whether they identify each program as educational and provide information as to the program's target child audience to publishers

of program guides. Question 9 (b) requires stations to identify the publishers of program guides to whom they send this information. The Network identifies to program guide publishers network programs that are educational and informational and their target ages, and, in response to Question 9(b), the Network has supplied the identities of the publishers to whom it provides information. We have previously suggested that you also supply this information, both as to qualifying network and non-network programs, in the local schedules you provide to program guides and listing services. Assuming you do so, you should be able to answer Question 9(a) in the affirmative, and you should add the identities of the publishers to whom you send information after the Network portion of the answer to Question 9(b).

The Network is providing the descriptive information required by Question 10 as to each of its digital core programs scheduled in the Second Quarter. This descriptive material includes a final sentence for each program indicating that it meets the definition of core programming. It is your obligation, however, to verify that you have met the core programming criteria that are within your control (for example, that the program is regularly scheduled on a weekly basis, airs between 7:00 AM and 10:00 PM, and is appropriately identified to publishers of program guides).

In responding to Question 10, you also will be responsible for indicating on the form the days and times on which you broadcast the programming and for providing information on preemptions of the programming on your station. Please note that Question 10 calls for the "day," and not the "date," on which the program is "regularly scheduled." So, for example, an appropriate response to the question's request for information about the "Days/Times" on which the program is broadcast would be "Saturday, 7-7:30 AM."

As you know, the Network is providing the three hours of core programming to you, both by closed circuit prior to each weekend and by "live" feeds on Saturday morning, in accordance with the order wire for the programs. Because each station schedules the programming, CBS cannot provide you with a listing of the dates and times of broadcast, or of network preemptions.

A Preemption Report must be completed for each core program that has been preempted during the quarter. The Preemption Report, which follows each program entry in Question 10 in the form, should include the total number of times a program aired during the quarter (including the number of times the program aired at its regularly scheduled date and time and the number of times any rescheduled programs aired), the number of times it was preempted, and the number of preemptions that were rescheduled. In addition, the Preemption Report should indicate, for each preempted program episode: the date the episode was preempted; if rescheduled, the date and time the episode was rescheduled; whether promotional efforts were made to notify the public of the rescheduled date and time; whether the episode was rescheduled to the program's "second home" (i.e. a fixed time period to which the program is rescheduled when preempted); and the reason for the preemption.

Each station will be required to complete Question 10 and, if applicable, a Preemption Report, in their entirety with respect to any syndicated or local core program which it broadcasts.

Finally, Question 10 requires stations to indicate whether they display the E/I symbol throughout each program. The Network feeds out the programs with the E/I logo on all programming elements. If you are displaying the E/I logo as fed, you should be in a position to answer these questions in the affirmative.

Stations should respond to Question 12 (concerning the station's broadcast of "non-core" digital educational programming, respectively) by listing any programs they have broadcast during the preceding quarter which are specifically designed to meet the educational and informational needs of children, but do not meet one of the defined elements of core programming. For example, educational/informational children's programs which were not regularly-scheduled as defined by the

Commission, or which were broadcast prior to 7 AM, should be listed in response to this question.

Question 12 requires stations to indicate similar information regarding “non-core” programming as they are asked to provide for core programming. Please refer to the discussion of Questions 9 and 10 above for information that will assist you in answering these portions of Question 12.

Please note that Question 12 must be answered for each non-network educational and informational children's program you broadcast, as well as for the network programs. It is your responsibility to provide all the requested information regarding any non-core local or syndicated educational programming you broadcast.

Questions 8 and 11 address the requirement to broadcast additional core children's programming if the station broadcasts digital programming in addition to the programming broadcast on its main digital stream.

- Question 8(a) requires the station to state the average number of hours per week of free over-the-air digital programming broadcast by the station on other than its main program stream.
- Question 8(b) requires the station to state the average number of hours per week of core children's programming broadcast on other than its main program stream.
- Question 11 requires the station to certify that at least 50% of the core programming counted toward meeting the additional programming guideline (applied to free video programming aired on other than the main program stream) did not consist of program episodes that had already aired with the previous seven days either on the station's main digital program stream or on another of the station's free digital program streams.

If your station does not broadcast any additional digital program stream other than its main digital channel, you should answer “0” to questions 8(a) and (b). In this case, the appropriate answer to question 11 would be “not applicable,” but because this answer is not an option, you may need to answer “No.” You may then be prompted to submit a “Statement of Explanation,” in which case you should explain that your station does not broadcast any digital program stream other than on its main digital stream.

If your station does broadcast additional digital programming on other than its main digital channel, you may wish to consult your counsel regarding your responses to Questions 8 and 11.

Question 14 seeks information regarding core programming you plan to broadcast in the next quarter. For network programming, we are providing the basic information, including each program's title, origination, length, target age and the required descriptive information. You will need to supply the days and times you plan to broadcast the network programs, as well as all relevant information regarding the non-network programs you plan to broadcast in the next quarter. You may also wish to state that the programming is to be broadcast on the station's digital channel.

To the extent there have been relevant non-broadcast efforts that will enhance the educational and informational value of core or non-core network programming, we will report them in response to Question 17. There were no such non-broadcast efforts in Second Quarter, 2010. You will need to report any relevant non-broadcast efforts you have made.

Due to the 11:00AM ET start time of the “U.S. Open Tennis” on Saturday, September 4, we will provide stations with a pre-feed on Saturday, August 21, 2010 of all six “COOKIE JAR TV” programs

that are scheduled to air on September 4, 2010.

Below is a summary of our schedule for Second Quarter, 2010:

Current Schedule

NOONBORY & THE SUPER 7

(Target Audience: 3-6 years / Rating: TV-Y)

BUSYTOWN MYSTERIES

(Target Audience: 3-7 years / Rating: TV-Y)

DOODLEBOPS ROCKIN' ROAD SHOW

(Target Audience: 3-8 years / Rating: TV-Y)

STRAWBERRY SHORTCAKE

(Target Audience: 3-6 years / Rating: TV-Y)

SABRINA, THE ANIMATED SERIES - I

(Target Audience: 7-12 years / Rating: TV-Y7)

SABRINA, THE ANIMATED SERIES - II

(Target Audience: 7-12 years / Rating: TV-Y7)

To reiterate, the attached pages from Form 398 include only certain information regarding network programming, and are not suitable for placement in your public file until you have made all necessary additions to these pages, and inserted them in a report which has been completed to include all other information required by Form 398. To the extent you deem it necessary, you may wish to consult your broadcast counsel regarding your obligations under the FCC's children's programming rules. If you have any questions, please contact your Affiliate Relations Group Director.

Best regards,

Diane Kuri
Director, Communications & Operations
CBS Affiliate Relations